

# THE PALATKA NEWS

and Advertiser.

NEW SERIES VOL. XXIII. NO. 5.

PALATKA, FLORIDA, FRIDAY, JANUARY 29, 1915.

FLORIDA

## LAST CHANCE!

Any Suit or Overcoat  
in our large store  
for

**\$12.75**

This includes Hart, Schaffner  
& Marx and Kirschbaum  
Clothes with values rang-  
ing from \$15 to \$35.

And also

Any Boy's Suit, \$5.00  
Values were as high as \$10.00

This is a chance of life time.  
Can you beat it.

And remember—

"IF IT COMES FROM FEARNSIDES,  
IT'S GUARANTEED."

**Fearnside Clothing Co.**

Corner Third and Lemon Streets.  
PALATKA

H. FINLEY TUCKER

L. K. TUCKER, Jr.

**H. Finley Tucker & Bro.**

INSURANCE --- REAL ESTATE

FORD BUILDING

PHONE 128



### Lower Prices on Ford Cars

Effective August 1st 1914 to August 1st 1915  
and guaranteed against any reductions during  
that time. All cars fully equipped f.o.b. Palatka

Runabout	\$487.00
Touring Car	537.00
Town Car	737.00

(In the United States of America only)

### Buyers to Share in Profits

All retail buyers of new Ford cars from August  
1st 1914 to August 1st 1915 will share in the  
profits of the company to the extent of \$40 to  
\$60 per car, on each car they buy, PROVIDED:  
we sell and deliver 300,000 new Ford cars during  
that period. Ask us for particulars

**Ford Sales Company**

Palatka, Fla.  
WALTER W. TILGHMAN, Mgr.

## MRS. GEORGE E. GAY, LEADING CLUB WOMAN

Of this City Makes Notable  
Address in Jacksonville.

The Jacksonville Times-Union of  
Wednesday says:

"Mrs. George Gay of Palatka, sectional vice president for this district, addressed the members of the Springfield Improvement Association at its monthly meeting held yesterday afternoon in the Springfield school-house. At this time the New Springfield Woman's club, which has recently joined the state federation, was invited to meet with the improvement association, and a number of members of the Jacksonville Woman's club enjoyed the opportunity of hearing Mrs. Gay speak.

"Prominent in all phases of club work, Mrs. Gay is perhaps most interested in the work of the Junior Civic Leagues for she aptly says: 'The parents are often most easily reached through the children, and frequently in rural districts, the only method of influencing the grown-ups in civic betterment is through the children, thus the boys and girls can do great work.' She told of much accomplished by the young folks, and urged the grown-ups to encourage the efforts of the boys and girls. Mrs. Gay is requesting chairmen to give reports of the work of the Junior Civic Leagues that she may have comprehensive data covering the activities in all places.

"Following a short talk on community houses, Mrs. Gay spoke of the schools and all that they stand for. In this connection she developed the point that although the primary purpose of the school is for the instruction of the youth, the buildings should also be social centers where parents can mingle with the teachers and find recreation. Surely the condition of all schools will improve when the parents realize fully the environment in which their little ones spend so many hours. Mrs. Gay characterized the school-house as 'the political capital for the school boys of today will be the voters of tomorrow.'

"The speakers urged the club women to be zealous in all work, and said: 'Give the best of yourself to the world and the best will come back to you.' Mrs. Gay possesses a charming personality, and her talk, which touched on all phases of club endeavors, was thoroughly enjoyed by the many present. She was introduced by Mrs. William S. Jennings, president of the Florida Federation of Women's Clubs, and who as president, presided at the meeting of the association yesterday.

"Mrs. William B. Young, of this city, a member of the board of directors of the General Federation of Women's Clubs, gave a number of helpful suggestions to the club women in their work."

### U. D. C. Meeting.

The regular monthly meeting of Patton Anderson Chapter, U. D. C., will be held at the residence of Mrs. J. N. Walton, Wednesday afternoon, Feb. 3rd, at three o'clock. A full attendance is desired as business of importance will be transacted.

### Free Trip to San Francisco.

The Southern Woman's Magazine is offering a trip to the Panama-Pacific Exposition with all expenses paid by them. Full information will be sent on request. Write, Manager Exposition Tour, Southern Woman's Magazine, Nashville, Tenn.

### Daily Optimistic Thought.

Truth may be smothered but not extinguished.

## OUR SUCCESS AND YOURS

Is bound up in the success of the community. We want old residents and new comers to get acquainted with us for our mutual benefit. Safety, freedom from worry, ease of making change, getting a sure receipt, building up credit, doing business in a modern way—these are just a few of the advantages of maintaining a checking account at this progressive bank.

We Pay 4 Per Cent. on Time  
and Savings Deposits.

## STATE BANK OF PALATKA

State-Government Supervision.

## The Putnam National Bank of Palatka

PALATKA, FLORIDA

Total Assets, June 10th	\$700,000.00
Liabilities to Depositors	495,000.00
Assets over Liabilities to Depositors	205,000.00

According to the New York Financial Review we are the second strongest National Bank in Florida.

Our Safe Deposit Boxes, double lock system, are the best make. \$3.00 per year. Foreign Exchange issued.

GEO. E. WELCH, President  
F. H. WILSON, Vice-President

A. S. WILKARD, Cashier  
CHAS. BURT, Asst. Cashier

## WELAKANS PUZZLED OVER BOAT MYSTERY

Fresh Negro with Money to  
Cremate Abandons  
Launch There.

Last Saturday night a 48-foot launch with a fine Caille perfection engine was towed in and tied to one of the docks at Welaka. There was no one on the boat but a negro. He (the negro) went up town and bought a great quantity of haberdashery of the best make and exhibited a roll of money when he paid for his purchases.

From the boat after changing his clothes, a visit was made by the negro to a colored social, where he again spent money freely. He left the same night down river on the Osceola, presumably for Jacksonville, abandoning the launch, and telling some of the boys that if he wasn't back by a certain time they could have the launch. He isn't back yet.

An examination of the boat shows that it was the property of men evidently out for a cruise. Their effects had been scattered about promiscuously. Written evidence was found that the boat had been inhabited by men named H. E. and A. G. Gardner, the former connected with the Phoenix Roofing Co. of North Adams, Mass. Their home as shown by other evidence found is at Springfield, Mass. Telegrams sent to this place by the Welaka authorities explain that the Messrs. Gardner are in Florida. Mr. E. Pinner of Welaka recollects having seen the men and the launch, in company with a negro, on the way up the river, previous to the 23rd.

The Gardners are reported to have been in Palatka, and it is said they purchased the launch in Jacksonville. The mystery is concerning their present whereabouts; also the whereabouts of the negro. Has there been foul play?

The authorities in Welaka are doing everything in their power to solve the mystery and hope to know something definite in the very near future. A party with Deputy Sheriff McLeod at its head went up the Oklawaha today and located the first camp. They then went further up to Brobery where the missing men had been seen going up stream last Wednesday by a camp cook. Other parties had seen them farther up the river but no one had seen them since Wednesday nor could any camp be located. The searching party returned Tuesday evening and will make another attempt to locate the camps tomorrow.

### State Board of Health Exhibit.

The Florida State Board of Health, of which Hon. F. J. Fearnside of this city is president and Dr. J. Y. Porter is Health Officer, will bring its health exhibit to Palatka on February 9th and 10th and make a showing worth examining and studying by every citizen. Detailed program of the exhibit will appear next week.

### Good Roads Meeting.

J. P. Clarkson, secretary of the Florida Good Roads Association, writes to the board of trade saying that he would like to arrange a meeting in Palatka in the near future, at which Col. Chas. E. Foote will deliver an illustrated lecture, showing moving pictures of road construction and also stereoptical slides. The Good Roads Committee of our board of trade we understand will take the matter up and try and arrange for the meeting.

### Any Old Clothes.

In almost every home there is an accumulation of old clothes, outgrown, out of style, and partly worn. Some of it is being worn by those who can afford new clothes, and who ought to put the money and the old clothes where they are needed, to stimulate trade and relieve distress. Old clothes clutter up the closets, attics and spare rooms and increase fire risks. Make a rummage hunt now and send the stuff to the Associated Charities, at the board of trade rooms. Mrs. G. W. Lansing is there every afternoon from 1:30 to 4 o'clock. She has already helped a good many who were in great need by giving them warm clothes and old shoes, some of which were much better than some worn by tourists who walked into town, and with a little leather to keep their bare feet from the ground they are better able to continue their way in search of work.

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We don't claim to cut prices  
below a living profit, but we positively guarantee to give you as good value for your money as can be given by any honest business and the volume of business that is coming our way proves our contention.  
Quality and Quantity our Motto.  
L. C. STEPHENS,  
628 Kirby St.  
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## PALATKA ITEM MAY GO TO GAINESVILLE

Publishers Assured of a  
Good Opening There.

"Bob" Folsom, assistant editor of the Palatka Daily Item, has been spending several days in Gainesville this week with the view it is rumored, of arranging plans whereby the Item may be discontinued as a Palatka publication and its plant moved to the University City.

Only last week there was an effort on the part of the Morning Post to secure the good will of the Item, but the plan fell through. Mr. Nerwich of the Post had \$400 in money, 'tis said, which he was willing to spend for this good-will. Where he secured all this money has not been disclosed. Now that it is understood that the Item contemplates a removal, it is understood that Mr. Nerwich has been approached to renew his offer, but this he has declined to do in the belief that as the Item intends to move anyway, provided the arrangements can be made, he will not need any abandoned good-wills in his business.

Tom Davis, editor and proprietor of the Daily Item, has made a game fight in Palatka to establish his daily paper. He is a practical printer and linotype operator, and knows his business thoroughly from the beginning to the ending and all up and down the middle. Had he met with the support he was led to believe would be accorded him, Davis would have filled his part of the compact. The News regrets that he has been disappointed.

Although he entered a field which this journal declined to enter after a careful investigation of its possibilities, we did not predict his failure. Because this paper believed it could not succeed in the daily field was not saying that a younger and better man could not. And we didn't say it.

Gainesville is a fine city and in many respects has advantages in the newspaper field which this city does not possess. If the Davis Publishing Co. can get a start there it will enjoy opportunities for success which were denied it here, and one of these opportunities is the fact of less competition.

Of course Mr. Davis may not go to Gainesville, but if he don't, he is the boy who can win out here, if anybody can.

In this connection it might be well to say that the editor of one of the oldest and most influential small city dailies in Florida, told the editor of The News less than three weeks ago that his paper ran behind each month from \$500 to \$700, amounts which had to be paid out of the earnings of the job department of his business.

## THE POPULATION OF PALATKA IS 7,358

According to Census by  
Julian de Nazarie, and  
is Actual Count.

When any one asks you the population of Palatka you will now have something to go by. The census was taken this winter by Julian de Nazarie, and is not guess work nor an estimate. The figures given by Mr. de Nazarie are from an actual count of the polls.

This information is given for the first time today in the new Palatka City Directory, just published by Wells & deNazarie, and which will be ready for delivery tomorrow on Monday.

Of the 7,358 souls in Palatka, 3,585 are colored and of course the other 3,773 are white, unless we further subtract the three Chinamen who run the laundry next to T. B. Merrill's insurance office on Second street. They are sort 'o yellow in the skin, but they are good old scouts, just the same, and their washing is as good as the best in the country. They've been here so long that they talk like some damme cracker, and when you want to know about the hieroglyphics on your package they can say "twenty-eight centes" alle samee Melican man.

So you see the whites have a small majority, though the fact that Palatka is almost a half and half town makes it all the better. The colored people wouldn't be here in such numbers if there wasn't work for them, and the whites wouldn't be here and keep a coming unless there was a show of their making a living. And that's what we are all doing—making a living. People couldn't do that except in a good town.

The new directory is a credit to this city and the publishers have every reason to feel a pride in the result of their effort. It will be the standard book of local information for at least a year. Then they will be obliged to get out another.

Palatka is a growing town. And the growth during the past two years has broken all previous records.

\*\*\*\*\*  
Buy your fruit cake material from us. We have on hand the very best evaporated fruits, Crys-talized peels and nuts all new & crop.  
L. C. STEPHENS,  
628 Kirby Street.  
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## SOMERS UNIT SYSTEM OF LAND VALUATION

Has Numbers of Intelligent  
Adherents in Palatka—  
Definition.

Last week The News called attention to the efforts of Mr. William Young, an actuary of the Manufacturers' Appraisal Company, to induce the city council of Palatka to contract to pay his company \$2,500 for an equalization of tax values in this city according to the Somers scientific system.

There had been considerable talk on the streets concerning the possibility of the council entering into such a contract, and there was general disapproval. It is a fact, however, that those who were speaking against the proposed contract were not well posted as to what it was proposed to accomplish. There is little understanding of it even now. It is a "science" and The Palatka News is not in the habit of acquiring a science in so short a time. It has only a glimmering of light as to what is proposed. All The News knows is that such a contract would not meet public approval, not, at least, until the public had been enabled to "inwardly digest" the science.

The company furnishes the following definition of its science:

"The Somers Unit System of Realty Valuation is founded upon the law of constant effect of depth on the value of city sites, \* \* \* and consists of the mathematical formulae and mechanical devices for using that law so that real and relative values of actual sites may be ascertained."

That ought to be easy, but it isn't, and won't be made easy to the average mind without a volume or two of elucidation, which we have neither the time to give to it, nor the space. Several members of the council, however, have given time to the study of the subject. They are intelligent men and honest. They are honestly trying to serve you. The News is not one that would belittle these men. It acknowledges that when its last week's story was written it knew little about the system, and that it has not added much to its sum of knowledge since. It simply knows that the law does not contemplate that the council of this city should place the task of equalization on any outsider, be he individual or corporation, and that to pay out the sum of \$2,500 of the people's money without the people's consent would raise a "stink." These are times when the people want to know the reason why, when money is spent. The News has no special criticism of the Somers System, except that it objects to the use of the word "scientific." If it was called a "scientific" system of extracting money from municipal corporations under pretext of giving value received, we could make no objection.

President Yelverton of the council is one of the men who has given intelligent study to the system. Mr. Yelverton is one of the most patriotic of Palatka's aldermen. He realizes that something must be done in the way of equalizing taxes, and his study of this system was with the view of finding such a system. He has made diligent enquiry, along with Ald. Merriam, and they find that in cities where the system has been tried it has proven satisfactory to the officials.

Mr. Yelverton has sent The News some literature, and Mr. Young, the actuary, has brought some. In a note to The News Mr. Yelverton says:

"I believe that under a uniform system of valuations, whereby every property would bear its proper relation one to another, that the railroads of this city would pay for this service in two years, and further that the actual amount of money paid by taxpayers would be reduced for half of them and raised for a few." Mr. Yelverton thinks that the story in The News of last week was of the character to mislead readers. It was not intended to mislead, but as it did not contain an intelligent statement of the proposition in hand, it would naturally have that effect. The News does not purpose to mislead in any matter of public investigation.

### Elks to Retain Liquor.

The "wet" or "dry" proposition was voted on by the Palatka lodge of the B. P. O. E. at the regular meeting of the Elks on Monday night, and the "wets" are reported to have won by a majority of three to one.

It seems that several members of the House Committee opposed the liquor in lockers for members as is the custom in the great majority of Elks' clubs, and they placed the matter in the form of a resolution to be voted on by the members.

Under the present system members are allowed to keep liquor in their own private lockers. Some thought the locker system should be abandoned. But the vote of Monday night showed that there was decided opposition to the prohibition idea, and that the lockers are to be retained. The agitation among members, however, will undoubtedly result in more stringent regulations being placed around the locker principle.

The Palatka lodge of Elks is composed of some of the city's most representative men, the large majority of whom are non-drinkers, though they are not yet prepared to go so far as to prohibit the use of liquor to others in their home. They hold to the "personal liberty" idea.